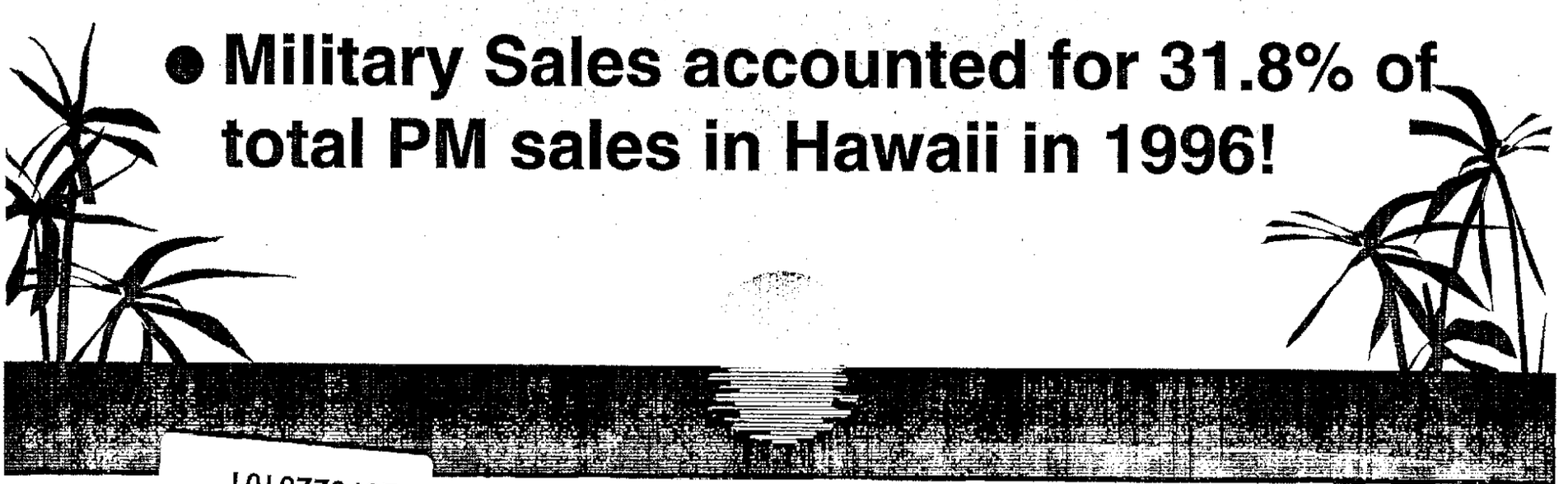
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Hawaii 1996 Sales

- **Philip Morris USA sold 805,839,000 units in the Hawaii Market Place**
- **Philip Morris Military sold a total of 256,307,200 units combined in Hawaii**
- **Military Sales accounted for 31.8% of total PM sales in Hawaii in 1996!**



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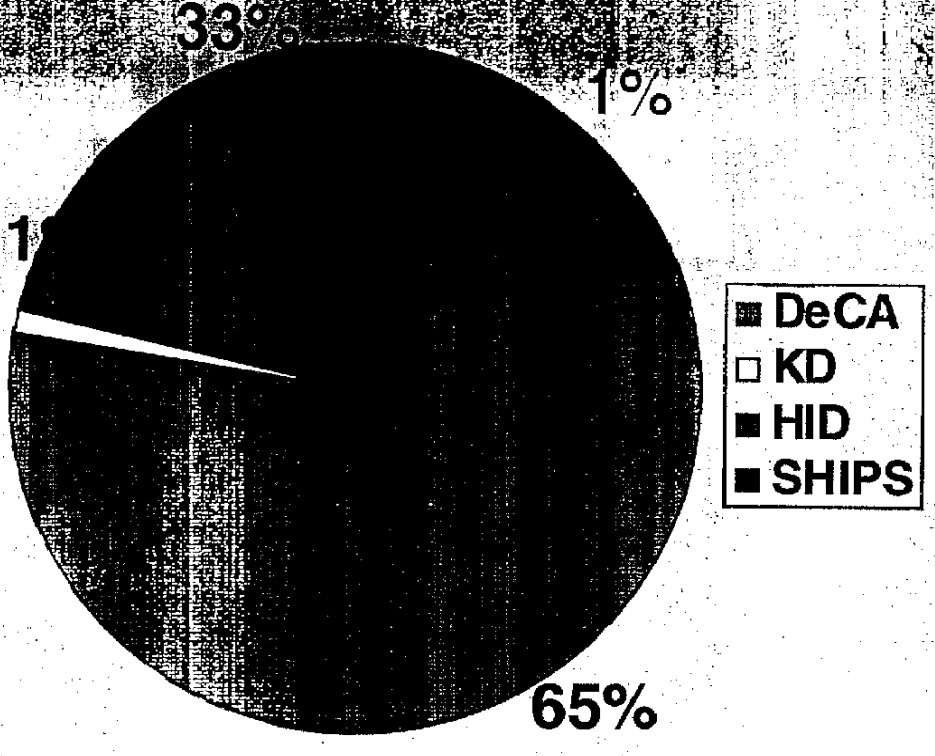
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Hawaii Market Share Sales Pie



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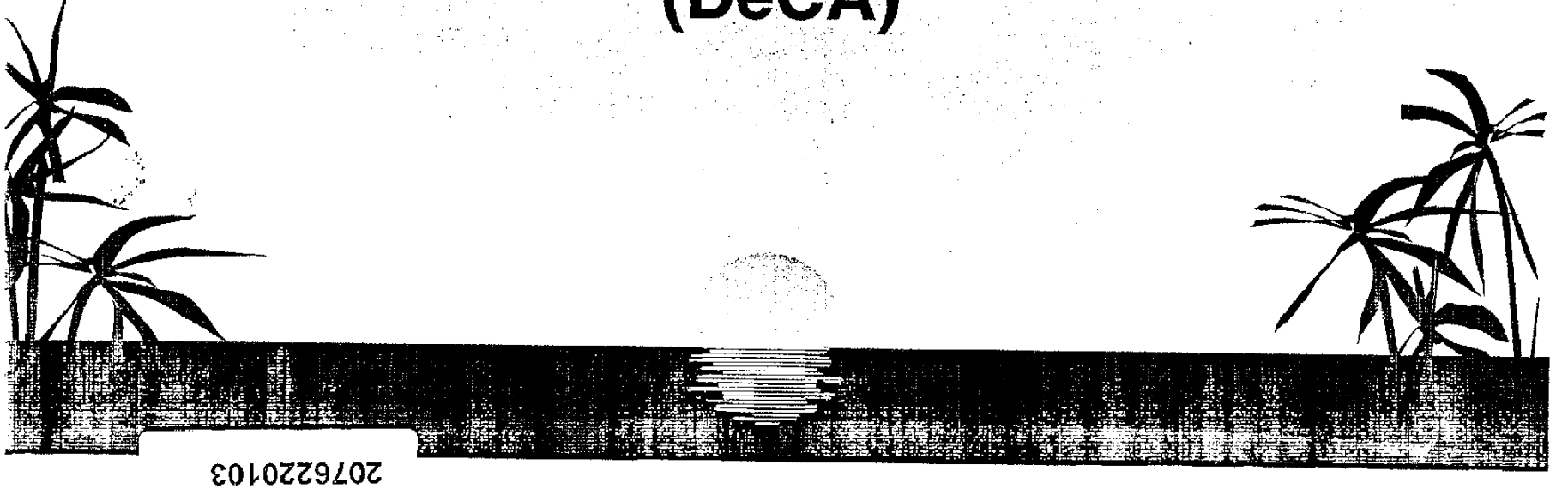
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Philip Morris USA Military

Hawaii

Sales to Military Commissaries (DeCA)



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Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

- **Philip Morris sold and delivered 832,175 Cartons to US Military Commissaries in Hawaii (166,435,000 Units) in 1996**
- **Sales were significantly effected by monthly price promotions**
- **Sales drops in Nov & Dec were due primarily to new pricing structures**

Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

DeCA Hawaii Sales Breakdown

Commissaries
832,175 Cartons
166,435,000 Units

Pearl Harbor	Hickam AFB	Ft Shafter Army	Schoffield Barracks Army
341,730 Cartons	320,400 Cartons	87,000 Cartons	83,045 Cartons
68,346,000 Units	64,080,000 Units	17,400,000 Units	16,609,000 Units

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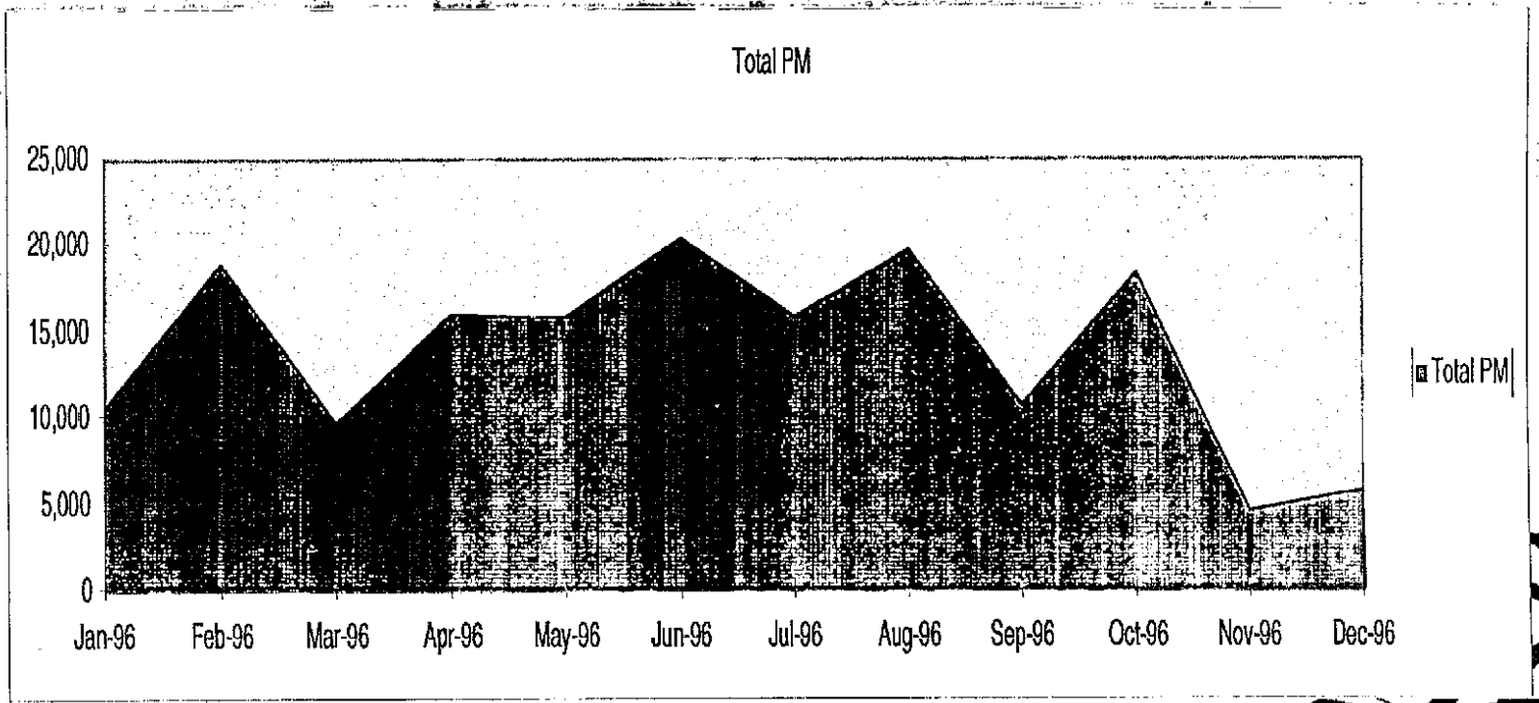
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

166,435,000 Units



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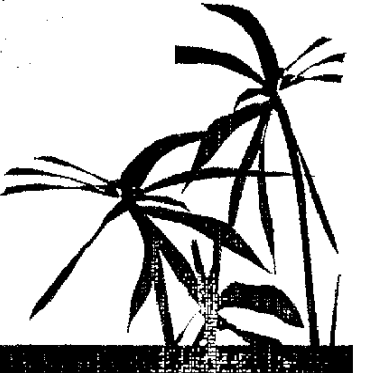
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Philip Morris USA Military

Sales to Military Exchanges
Hawaii
(Hawaiian Isles Distributors)



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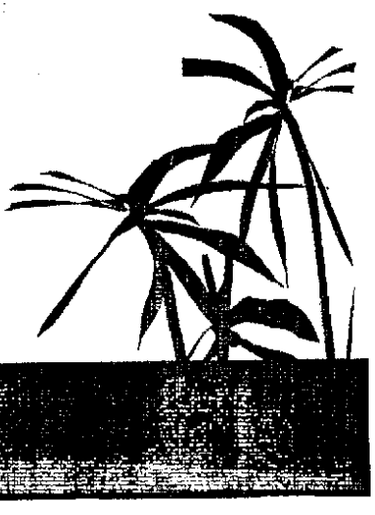
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Key Facts

- HID sold and delivered 420,352 cartons (87,070,400 Units) to US Military Exchanges in 1996
- Philip Morris paid HID $255,504.18 for Service Charges and Price Differentials to US Military Exchanges in 1996



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Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

HID Sales Breakdown

Hawaiian Isles Distributors
420,352 Cartons Sold in 1996

84,070,400 Units

AAFES	NEXCOM	Marine MWR	Coast Guard	Misc Military
131,950 Cartons	126,990 Cartons	81,659 Cartons	70,733 Cartons	9,020 Cartons
26,390,000 Units	25,398,000 Units	16,331,800 Units	14,146,600 Units	1,804,000 Units

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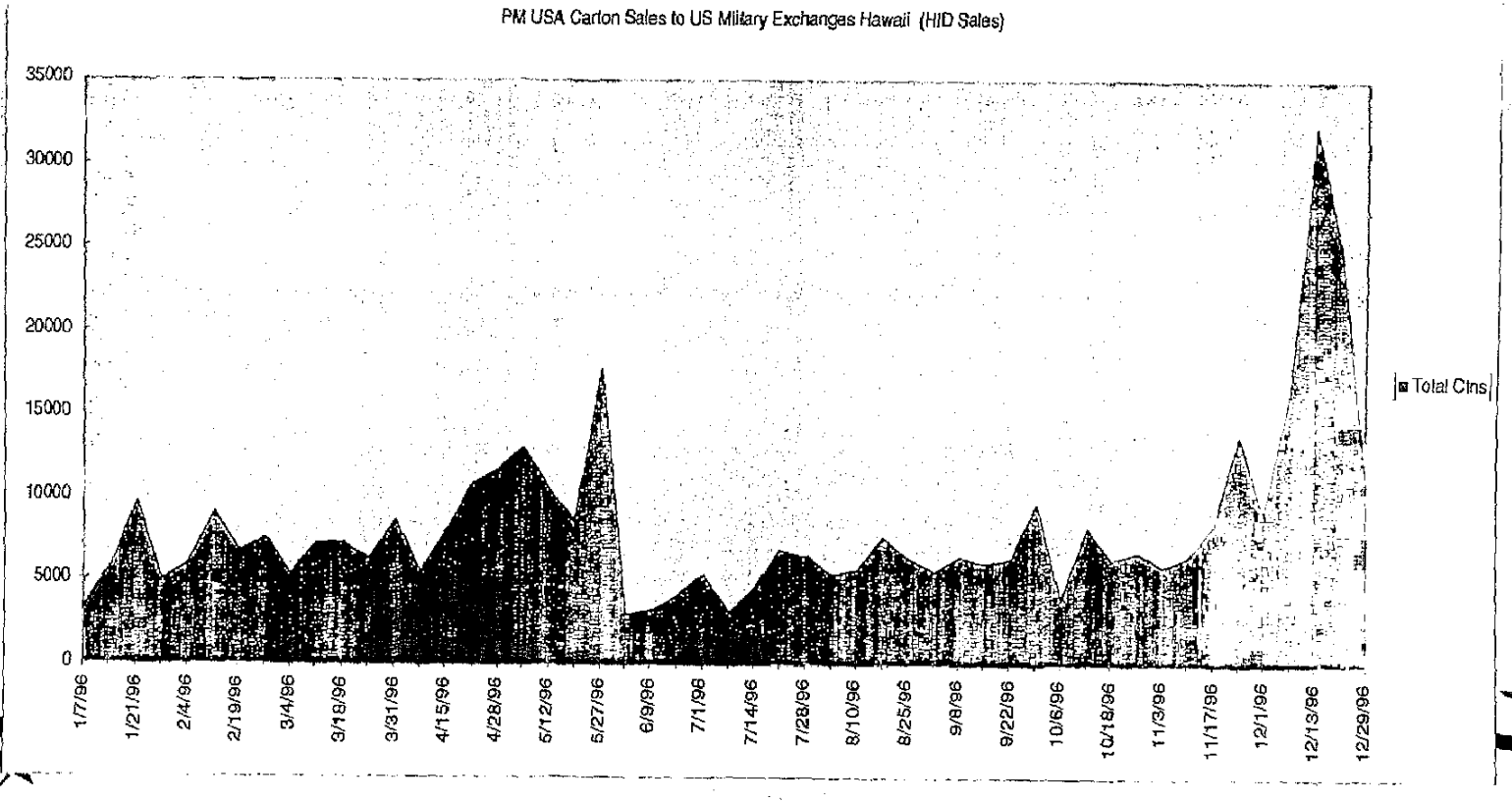
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

1996 Carlton Sales Trends



Source: https://www.industrydocuments.ucsf.edu/docs/ffpx0003

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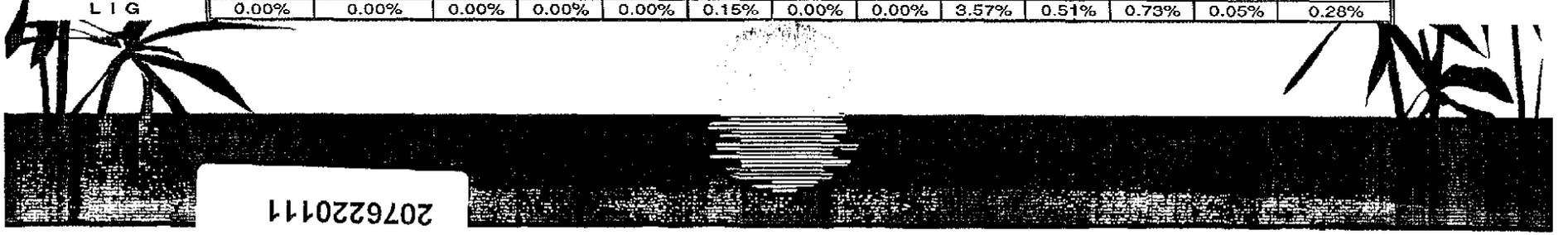
1996 COAST GUARD EXCHANGE														
CARTONS SOLD	All Stores													
(ALL STORES)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	UNITS
BENSON & HEDGES	600	1720	2125	6505	3850	750	2850	2200	3090	2300	3975	11895	41860	8,372,000
MARLBORO	285	620	1255	915	1790	220	930	845	585	415	2190	10070	20120	4,024,000
MERIT	30	80	115	175	380	30	45	135	90	53	155	439	1727	345,400
PARL/SARATOGA	0	55	135	35	115	90	175	180	75	90	270	60	1280	256,000
VIRGINIA SLIMS	120	440	245	60	495	90	195	30	85	90	716	2510	5076	1,015,200
ALPINE	0	20	125	80	100	30	20	45	5	70	80	40	615	123,000
BASIC	0	5	5	0	10	0	0	0	0	0	0	0	20	4,000
CAMBRIDGE	0	0	0	0	15	5	0	0	0	0	0	15	35	7,000
PHILIP MORRIS	1035	2940	4005	7770	6755	1215	4215	3435	3930	3018	7386	25029	70733	14,146,600
CAMEL	30	170	85	240	210	100	85	130	45	175	200	150	1620	324,000
MORE	60	275	160	195	505	235	230	265	50	148	516	105	2744	548,800
NOW	30	55	100	15	300	90	90	90	30	135	270	60	1265	253,000
SALEM	0	125	90	55	60	30	15	25	25	45	120	130	720	144,000
WINSTON	0	15	130	10	95	0	20	135	115	140	465	87	1212	242,400
VANTAGE	0	0	0	0	0	0	0	0	30	0	0	0	30	6,000
DORAL	0	311	220	35	285	125	203	110	158	143	380	90	2060	412,000
RJ REYNOLDS	120	951	785	550	1455	580	643	755	453	786	1951	622	9651	1,930,200
BEL AIR	0	20	70	0	20	55	40	50	15	60	90	0	420	84,000
CAPRI	60	235	65	275	560	255	375	150	240	195	825	60	3295	659,000
KOOL	150	2160	5910	9030	840	4830	0	120	45	30	950	230	24295	4,859,000
LUCKY STRIKE	0	90	45	45	105	30	60	45	30	15	140	0	605	121,000
PALL MALL	30	30	165	120	290	115	70	130	60	80	190	95	1375	275,000
TAREYTON	0	0	0	0	0	10	0	0	0	30	15	0	55	11,000
MISTY	90	0	610	2380	1960	1530	1045	570	545	730	2191	370	12021	2,404,200
MONTCLAIR	75	490	60	280	695	75	195	230	145	230	580	45	3100	620,000
VICEROY	45	100	80	210	120	90	150	25	30	0	218	45	1113	222,600
CARLTON	0	75	370	515	10	185	195	35	60	30	70	5	1550	310,000
GPC	30	9070	1725	3000	1800	820	495	370	400	840	1065	405	20020	4,004,000
B & W	480	12270	9100	15855	6400	7995	2625	1725	1570	2240	6334	1255	67849	13,569,800
KENT	30	230	145	170	435	130	220	130	85	195	330	145	2245	449,000
NEWPORT	0	80	250	505	515	205	435	830	480	560	205	351	4416	883,200
TRUE	0	55	130	65	210	45	165	180	150	45	330	3	1378	275,600
LORILLARD	30	365	525	740	1160	380	820	1140	715	800	865	499	8039	1,607,800
LIGGETT	0	0	0	0	0	15	0	0	255	35	121	15	441	88,200
CLASS A	0	0	0	0	0	0	0	0	225	0	15	38	278	55,600
ALL CARTONS	1665	16526	14415	24915	15770	10185	8303	7055	7148	6879	16672	27458	156991	31,398,200

SHARE OF MKT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	1996
P M	62.16%	17.79%	27.78%	31.19%	42.83%	11.93%	50.76%	48.69%	54.98%	43.87%	44.30%	91.15%	45.06%
R J R	7.21%	5.75%	5.45%	2.21%	9.23%	5.69%	7.74%	10.70%	6.34%	11.43%	11.70%	2.27%	6.15%
B & W	28.83%	74.25%	63.13%	63.64%	40.58%	78.50%	31.62%	24.45%	21.96%	32.56%	37.99%	4.57%	43.22%
L O R	1.80%	2.21%	3.64%	2.97%	7.36%	3.73%	9.88%	16.16%	10.00%	11.63%	5.19%	1.82%	5.12%
L I G	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	3.57%	0.51%	0.73%	0.05%	0.28%



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Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Source: https://www.industrydocuments.ucsf.edu/docs/ttpx0003

1996 MARINE EXCHANGE

All Stores

CARTONS SOLD (ALL STORES)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	UNITS
BENSON & HEDGES	356	1253	1763	1631	2125	1581	1830	2137	2067	2311	2467	4557	24078	4,815,600
MARLBORO	781	3358	3591	3689	5568	1559	3969	3436	2669	3457	5312	4917	42306	8,461,200
MERIT	31	98	130	145	201	185	117	127	178	205	2226	308	3951	790,200
PARL/SARATOGA	28	13	19	13	11	22	8	80	7	58	92	97	448	89,600
VIRGINIA SLIMS	56	400	261	147	218	232	241	173	196	353	657	1506	4440	888,000
AAV GENERICS	0	60	55	41	10	0	5	7	0	0	0	0	178	35,600
ALPINE	15	89	158	146	170	495	196	177	215	475	200	145	2481	496,200
BASIC	35	164	230	109	259	211	335	308	315	494	460	163	3083	616,600
CAMBRIDGE	5	54	48	80	76	52	47	87	53	62	63	67	694	138,800
PHILIP MORRIS	1307	5489	6255	6001	8638	4337	6748	6532	5700	7415	11477	11760	81659	16,331,800
CAMEL	71	392	400	300	489	591	627	648	621	629	569	310	5647	1,129,400
MORE	70	280	310	101	411	445	362	270	383	385	465	420	3902	780,400
NOW	35	140	130	53	165	225	326	253	253	294	373	346	2593	518,600
SALEM	37	171	142	167	238	154	159	206	129	174	262	95	1934	386,800
WINSTON	91	89	83	100	147	116	120	186	361	386	568	358	2605	521,000
VANTAGE	15	0	20	10	0	5	5	25	10	20	25	30	165	33,000
DORAL	75	810	472	282	729	821	670	636	446	719	943	277	6880	1,376,000
RJ REYNOLDS	394	1882	1557	1013	2179	2357	2269	2224	2203	2607	3205	1836	23726	4,745,200
BEL AIR	0	0	60	0	55	100	60	50	30	45	95	80	575	115,000
CAPRI	115	538	404	238	302	754	559	608	427	645	758	485	5833	1,166,600
KOOL	164	352	2253	3457	788	291	531	428	552	445	1243	1053	11557	2,311,400
LUCKY STRIKE	0	0	20	10	45	65	30	40	55	55	115	60	495	99,000
PALL MALL	55	205	220	90	227	318	240	195	235	318	294	218	2615	523,000
TAREYTON	15	119	20	0	0	35	30	75	40	55	40	85	514	102,800
MISTY	199	1480	1742	1765	1468	1919	2223	2433	1677	2302	2330	947	20485	4,097,000
MONTCLAIR	60	1315	550	155	980	1045	1025	755	633	582	969	237	8306	1,661,200
CARLTON	24	185	198	227	225	255	115	116	73	236	266	107	2027	405,400
GPC	223	1054	1750	2416	1854	1571	1835	1565	1486	2522	2656	651	19583	3,916,600
B & W	855	5248	7217	8358	5944	6353	6648	6265	5208	7205	8766	3923	71990	14,398,000
KENT	35	186	218	135	237	487	325	272	247	307	507	215	3171	634,200
NEWPORT	7	888	937	1043	1756	704	815	1337	1207	1418	1076	254	11442	2,288,400
TRUE	0	57	91	77	77	101	69	121	133	165	199	112	1205	241,000
HARLEY DAVIDSON	0	10	0	27	0	11	36	14	15	0	0	0	113	22,600
LORILLARD	42	1141	1246	1282	2070	1303	1245	1747	1602	1890	1782	581	15931	3,186,200
LIGGETT	3	48	45	36	42	53	55	26	64	73	50	19	514	102,800
ALL CARTONS	2598	13760	16275	16654	18831	14350	16910	16768	14713	19117	25230	18100	193306	38,661,200

SHARE OF MKT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	1996
P M	50.31%	39.89%	38.43%	36.03%	45.87%	30.22%	39.91%	38.96%	38.74%	38.79%	45.49%	64.97%	42.24%
R J R	15.17%	13.68%	9.57%	6.08%	11.57%	16.43%	13.42%	13.26%	14.97%	13.64%	12.70%	10.14%	12.27%
B & W	32.91%	38.14%	44.34%	50.19%	31.56%	44.27%	39.31%	37.36%	35.40%	37.69%	34.74%	21.67%	37.24%
L O R	1.62%	8.29%	7.66%	7.70%	10.99%	9.08%	7.36%	10.42%	10.89%	9.89%	7.06%	3.21%	8.24%
L I G	0.12%	0.35%	0.28%	0.22%	0.22%	0.37%	0.33%	0.16%	0.43%	0.38%	0.20%	0.10%	0.27%

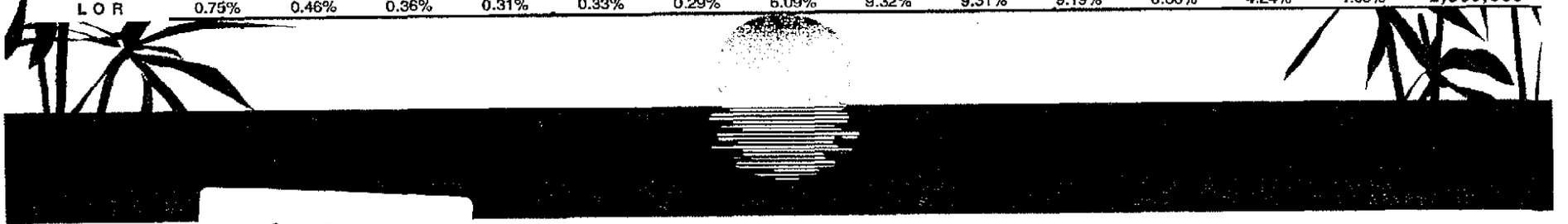
2076220112

AAFES HAWAII

(HAWAIIAN ISLES SALES DATA)

1996 CARTONS SOLD HAWAII	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	Units
BENSON & HEDGES	1938	2288	2148	2715	3230	1560	1596	2247	2187	2231	3132	9558	34830	6,966,000
MARLBORO	4672	7088	6333	6147	6894	6812	5173	7480	4884	6971	7753	15660	85867	17,173,400
MERIT	150	136	180	120	138	93	95	169	97	149	172	440	1939	387,800
VIRGINIA SLIMS	510	771	567	395	473	489	296	443	378	430	1009	2097	7858	1,571,600
SARATOGA	17	19	14	19	17	18	14	17	20	2	4	2	163	32,600
BASIC	0	194	189	176	160	98	135	104	56	30	5	105	1252	250,400
CAMBRIDGE/ALP	0	0	0	0	4	12	4	4	9	4	0	4	41	8,200
PHILIP MORRIS	7287	10496	9431	9572	10916	9082	7313	10464	7631	9817	12075	27866	131950	26,390,000
CAMEL	547	737	497	428	598	634	507	647	528	630	726	610	7089	1,417,800
MORE	180	193	140	135	147	114	119	84	121	100	199	166	1698	339,600
NOW	49	87	48	47	69	72	55	23	45	40	88	91	714	142,800
SALEM	304	299	416	325	462	629	352	458	347	552	549	427	5120	1,024,000
VANTAGE	12	14	15	13	16	20	9	15	10	12	12	9	157	31,400
WINSTON	251	328	325	295	298	272	182	409	208	368	518	395	3849	769,800
DORAL	882	1232	910	946	998	1126	741	808	631	908	1073	735	10990	2,198,000
RJ REYNOLDS	2225	2890	2351	2189	2588	2867	1965	2444	1890	2610	3165	2433	29617	5,923,400
BELAIR	28	24	22	19	19	29	14	29	28	15	23	16	266	53,200
CAPRI	131	113	149	88	129	176	127	108	56	31	32	48	1188	237,600
CARLTON	187	256	228	265	193	322	206	194	193	263	448	296	3051	610,200
KOOL	3887	5527	5828	8952	8073	9225	7767	7176	4011	7478	13382	7892	89198	17,839,600
PALL MALL	145	184	156	118	155	143	107	98	123	124	201	259	1813	362,600
MISTY	2012	2213	2198	3638	2541	2573	2435	2746	1967	2775	6169	2172	33439	6,687,800
MONTCLAIR	433	563	194	524	458	442	257	257	275	225	369	280	4277	855,400
GPC	4058	4064	4420	6358	3918	4389	3061	4174	3168	4735	6546	2694	51585	10,317,000
B & W	10881	12944	13195	19962	15486	17299	13974	14782	9821	15646	27170	13657	184817	36,963,400
KENT	140	112	90	99	95	85	57	40	42	74	109	111	1054	210,800
NEWPORT	0	0	0	0	0	0	1452	2808	1943	2767	2916	1838	13724	2,744,800
TRUE	5	10	0	0	0	0	0	0	0	0	0	0	15	3,000
HARLEY DAVIDSON	10	0	0	0	0	0	0	0	0	0	0	0	10	2,000
LORILLARD	155	122	90	99	95	85	1509	2848	1985	2841	3025	1949	14803	2,960,600
CLASS A	0	136	0	30	0	0	32	5	0	0	0	59	262	52,400
EVE	15	0	10	0	0	0	0	0	0	0	0	33	58	11,600
ALL CARTONS	20563	26588	25077	31852	29085	29333	24793	30543	21327	30914	45435	46997	361507	72,301,400

SHARE OF MKT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	12 MONTHS	Units
P M	35.44%	39.48%	37.61%	30.05%	37.53%	30.96%	29.50%	34.26%	35.78%	31.76%	26.58%	60.58%	36.50%	26,390,000
R J R	10.82%	10.87%	9.38%	6.87%	8.90%	9.77%	7.93%	8.00%	8.86%	8.44%	6.97%	5.29%	8.19%	5,923,400
B & W	52.92%	48.68%	52.62%	62.67%	53.24%	58.97%	56.36%	48.40%	46.05%	50.61%	59.80%	29.69%	51.12%	36,963,400
L O R	0.75%	0.46%	0.36%	0.31%	0.33%	0.29%	6.09%	9.32%	9.31%	9.19%	6.66%	4.24%	4.09%	2,960,600



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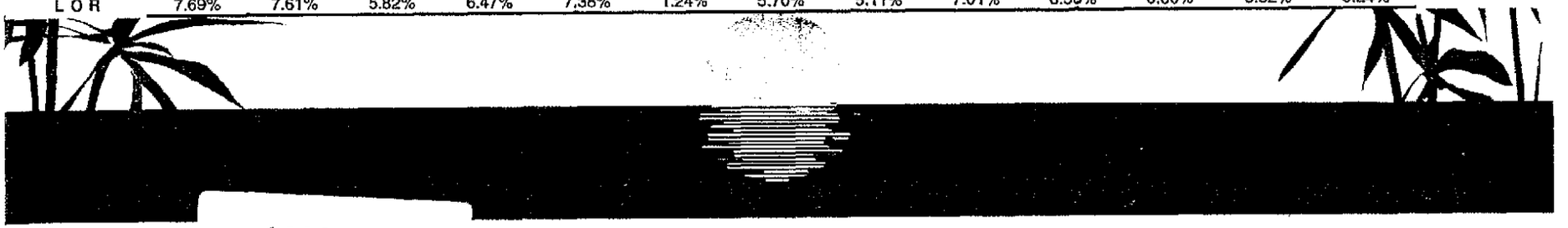
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

1996 CARTONS SOLD (ALL STORES)	NEX HAWAII JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	1996 Units Sold
BENSON & HEDGES	2130	2070	1680	4560	6420	0	180	-270	2670	1080	2040	5880	28440	5,688,000
MARLBORO	4950	6450	5760	6930	13770	1200	3960	5400	6810	5640	6690	14010	81570	16,314,000
MERIT	120	240	210	150	960	0	0	60	90	60	90	630	2610	522,000
SARATOGA	90	30	90	90	120	0	0	60	90	60	30	60	720	144,000
PARLIAMENT	120	0	210	90	180	0	30	60	90	60	0	0	840	168,000
VIRGINIA SLIMS	570	960	720	630	1800	0	0	180	180	480	660	1980	8160	1,632,000
ALPINE	60	180	240	60	600	0	30	60	120	150	30	150	1680	336,000
BASIC	60	210	330	300	510	60	150	180	300	180	390	210	2880	576,000
CAMBRIDGE	0	60	0	0	30	0	0	0	0	0	0	0	90	18,000
PHILIP MORRIS	8100	10200	9240	12810	24390	1260	4350	5730	10350	7710	9930	22920	126990	25,398,000
CAMEL	930	870	600	870	1890	60	450	600	750	660	780	715	9175	1,835,000
MORE	270	120	180	120	300	90	30	60	150	30	150	210	1710	342,000
NOW	180	60	150	180	450	0	0	0	60	30	90	120	1320	264,000
SALEM	270	570	360	390	1020	30	120	90	450	360	360	600	4620	924,000
WINSTON	300	420	270	240	570	0	60	180	210	210	360	360	3180	636,000
MONARCH	0	0	0	0	0	0							0	0
DORAL	900	390	810	930	1170	120	300	240	690	510	510	660	7230	1,446,000
RJ REYNOLDS	2850	2430	2370	2730	5400	300	960	1170	2310	1800	2250	2665	27235	5,447,000
CAPRI	420	30	510	300	870	150	150	300	240	180	330	330	3810	762,000
KOOL	1350	780	930	840	1620	90	600	690	1170	960	1350	690	11070	2,214,000
MISTY	1320	720	780	900	1500	240	780	360	930	900	990	990	10410	2,082,000
MONTCLAIR	240	240	180	180	180	120	30	90	60	60	60	150	1590	318,000
CARLTON	180	150	150	150	450	0	0	0	125	30	160	95	1490	298,000
PALL MALL	240	240	120	180	540	0	90	60	210	60	180	150	2070	414,000
GPC	3600	2700	2670	2700	5220	270	1560	1620	2610	2640	2730	2370	30690	6,138,000
B & W	7350	4860	5340	5250	10380	870	3210	3120	5345	4830	5800	4775	61130	12,226,000
KENT	210	90	90	150	330	0	30	90	90	60	90	150	1380	276,000
NEWPORT	1200	1320	900	1260	2730	60	480	570	1170	990	1110	870	12660	2,532,000
TRUE	90	0	30	30	150	0	0	0	60	30	0	90	480	96,000
HARLEY DAVIDSON	30	30	30	0	0	0							90	18,000
LORILLARD	1530	1440	1050	1440	3210	60	510	660	1320	1080	1200	1110	14610	2,922,000
LIGGETT/EVE	60	0	30	30	120	0	0	0	30	30	30	60	390	78,000
ALL CARTONS	19890	18930	18030	22260	43500	4830	8940	12905	18840	16420	18185	31530	234260	46,852,000

SHARE OF MKT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	1996
P M	40.72%	53.88%	51.25%	57.55%	50.07%	26.09%	48.66%	44.40%	54.94%	46.95%	54.61%	72.69%	54.21%
R J R	14.33%	12.84%	13.14%	12.26%	12.41%	6.21%	10.74%	9.07%	12.26%	10.96%	12.37%	8.45%	11.63%
B & W	36.95%	25.67%	29.62%	23.58%	23.86%	18.01%	35.91%	24.18%	28.37%	29.42%	31.89%	15.14%	26.09%
L I G	0.30%	0.00%	0.17%	0.13%	0.26%	0.00%	0.00%	0.00%	0.16%	0.18%	0.16%	0.19%	0.17%
L O R	7.69%	7.61%	5.82%	6.47%	7.38%	1.24%	5.70%	5.11%	7.01%	6.58%	6.60%	3.52%	6.24%



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Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

PHILIP MORRIS U.S.A. **INTER-OFFICE CORRESPONDENCE**
Military Sales 120 Park Ave. New York, NY 10017

To: Jacquie Gilbert **Date:** 4/10/97

From: Mike Madden

Subject: Hawaiian Isles Distributors

I agree
Jacquie

Jacquie:

Attached is a letter form Hawaiian Isles Distributors to Rick Stirlen informing him that they intend to terminate our broker relationship for Military accounts in Hawaii. The letter is a 30 day notice, with an effective date of May 9, 1997.

I have also attached a copy of the agreement with Hawaiian Isles. It states that the agreement is automatically renewed each year (January 01) unless Hawaiian Isles notifies PM in writing 60 days (November 01) prior to the expiration date. Our understanding is that, contractually, Hawaiian Isles is obligated to service us through the end of 1997 unless PM notifies them of a termination.

We like to respond by reminding them of this agreement. Rick will be forwarding his response for your review, however, we felt it appropriate to update you on this situation.

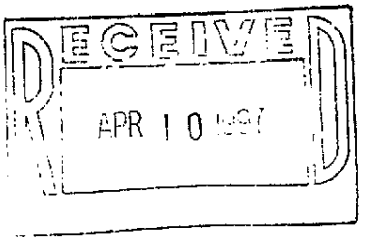
We recognize that immediate attention is needed to begin to seek alternative methods to service the Military in Hawaii.

Sincerely,

Mike

Mike

cc. J. Murphy
B. Russell
B. Schuyler
R. Stirlen



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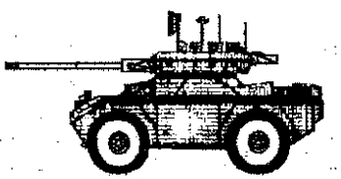
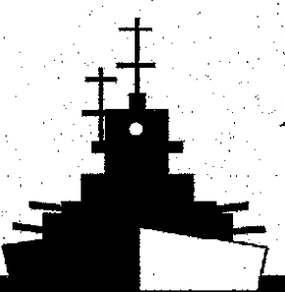
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

- DEFENSE COMMISSARY AGENCY
- ARMY AIR FORCE EXCHANGE SERVICE
- COAST GUARD EXCHANGE
- MARINE EXCHANGE MWR
- NAVAL EXCHANGE COMMAND
- HAWAII VOLCANOES NATIONAL PARK
- US NAVY SHIP SALES
- DISTRIBUTOR CALLS
  - Hawaiian Isles Distributors
  - Kaamiana Distributors
  - AALA Ship Sales
- PEARL HARBOR NAVAL MWR
  - Clubs, Restaurants, Gift Shops, etc.





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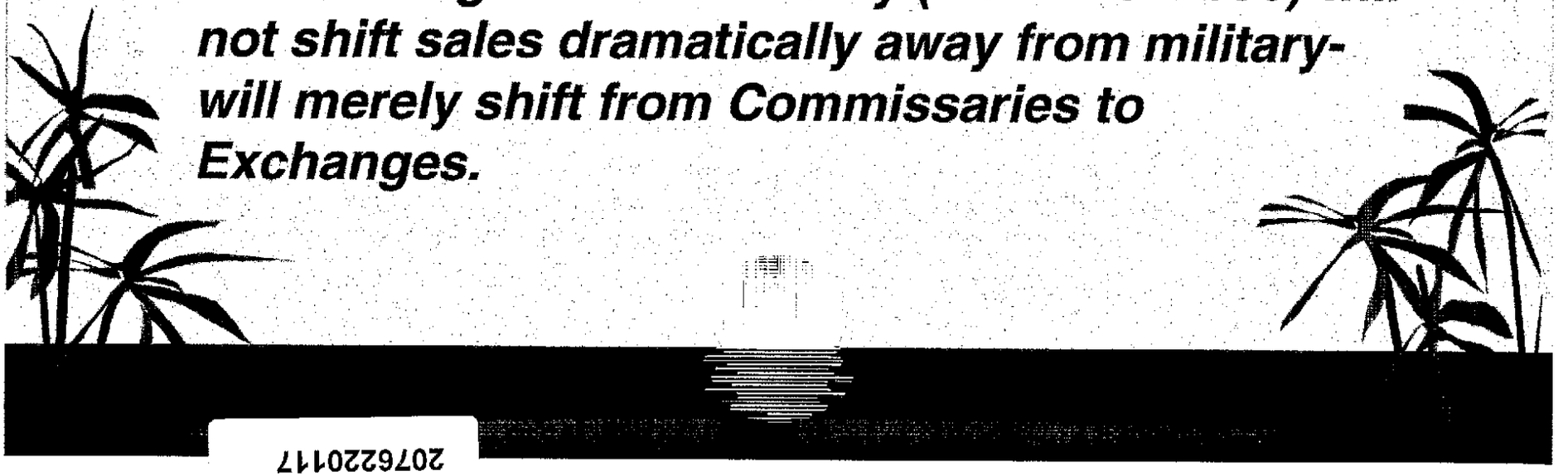
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Key Points

- *$6 state tax on cigarette cartons*
- *Military customers have buying restrictions/limits*
- *Military Market composed of from 200-300,000 potential customers in Hawaii*
- *Dynamic impact on Hawaiian Market*
- *Price change in Commissary (effective 11/96) will not shift sales dramatically away from military- will merely shift from Commissaries to Exchanges.*



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Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Philip Morris Sales

Pearl Harbor Navy Commissary
Hickam AFB Commissary
Ft Shafter Army Commissary
Schoffield Barracks Army Commissary

- ***YTD Sales 160,735,000 Units (11/96 Dart)***
- ***45,631,000 increase from 1995 (11/96 Dart)***
- ***PM Share 48% +4%(10/96 MSA)***
- ***Marlboro Share 21.2% +3.3%***
- ***B&H Share 20.5% +2.3%***
- ***Basic Share 1.01 -0.12%***

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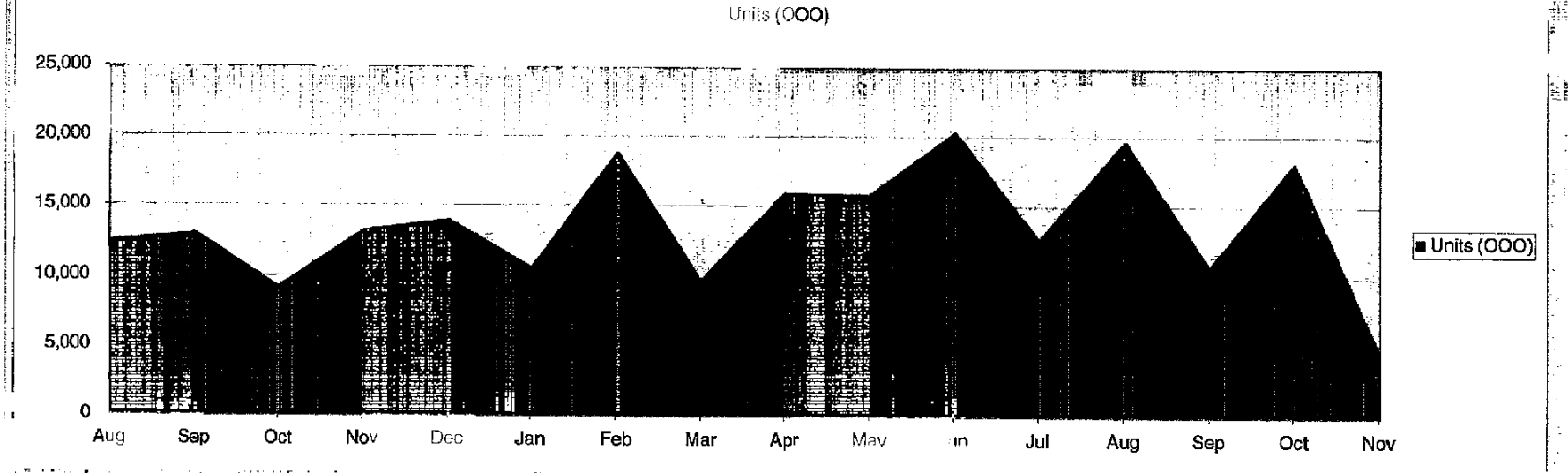
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

8/95-11/96 Sales Trends



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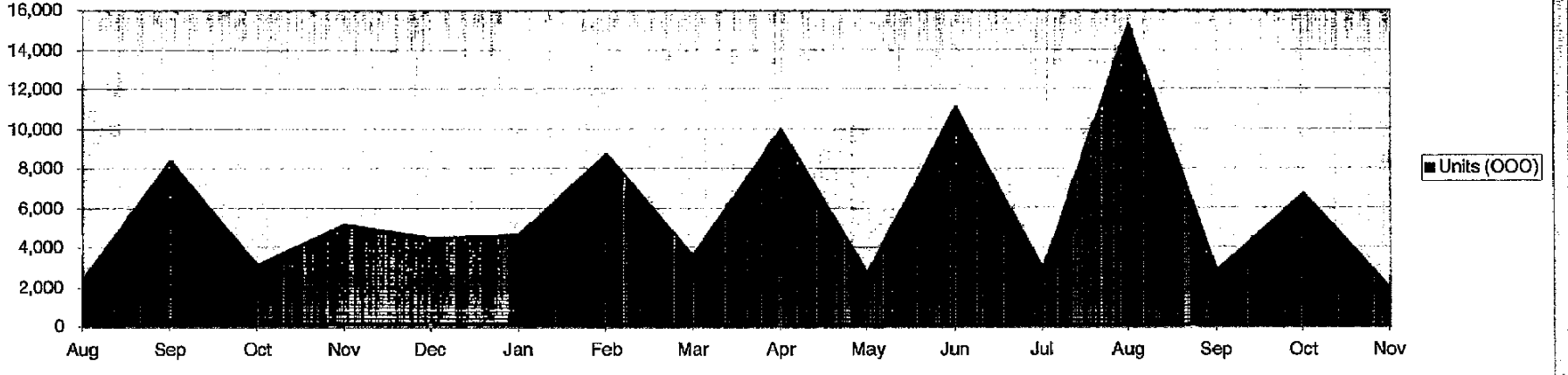
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Marlboro Sales



Marlboro sales fluctuate during Military promotions!

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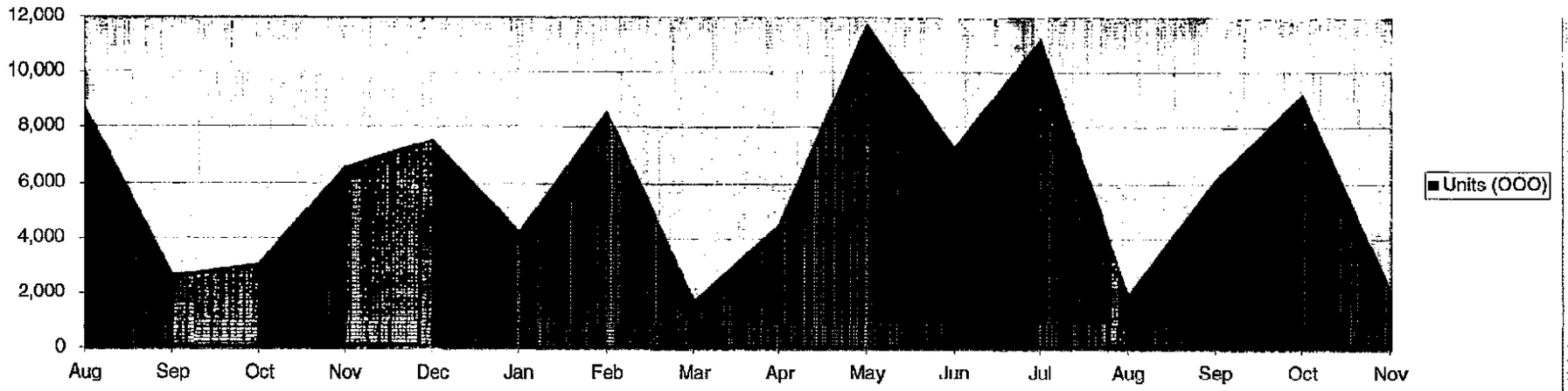
Benson & Hedges Sales



Benson & Hedges sales fluctuate during Military promotions!

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Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Sales to U.S. Military Exchanges thru 10/96

AAFES
Naval Exchange
Marine Exchange
Coast Guard Exchange
Misc. Clubs & Restaurants

- 58.5 Million Units sold to US Military (down 17 Million Units from same period 95)
- $126,000 paid in Service Charges by PM USA
- 96% PM Premium Sales

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Source: https://www.industrydocuments.ucsf.edu/docs/ffpx0003

HQ Call - Hawaii Zone Manager

20 Retail Accounts

Hawaiian Isles Distributor Account

SHARE OF MKT	JAN	FEB	MAR	APR	MAY	JUN	6 MONTHS	Units
P M	35.46%	39.48%	37.62%	30.05%	37.53%	30.93%	34.95%	11,354,400
R J R	10.83%	10.87%	9.38%	6.87%	8.90%	9.78%	9.30%	3,022,000
B & W	52.95%	48.68%	52.64%	62.67%	53.24%	59.00%	55.25%	17,953,400
L O R	0.75%	0.46%	0.36%	0.31%	0.33%	0.29%	0.40%	129,200
								32,492,200

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Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

HQ Call - Hawaii General Mgr

Buyer's Office

14 Retail Accounts

Hawaiian Isles Distributor Account

SHARE OF MKT	JAN	FEB	MAR	APR	MAY	JUN	6 MONTHS	Units
P M	40.72%	53.88%	51.25%	57.55%	56.07%	50.60%	52.76%	13,200,000.0
R J R	14.33%	12.84%	13.14%	12.26%	12.41%	12.05%	12.85%	3,216,000.0
B & W	36.95%	25.67%	29.62%	23.58%	23.86%	34.94%	27.22%	6,810,000.0
L I G	0.30%	0.00%	0.17%	0.13%	0.28%	0.00%	0.19%	48,000.0
L O R	7.69%	7.61%	5.82%	6.47%	7.38%	2.41%	6.98%	1,746,000.0
SOURCE: HID								**25,020,000.0**

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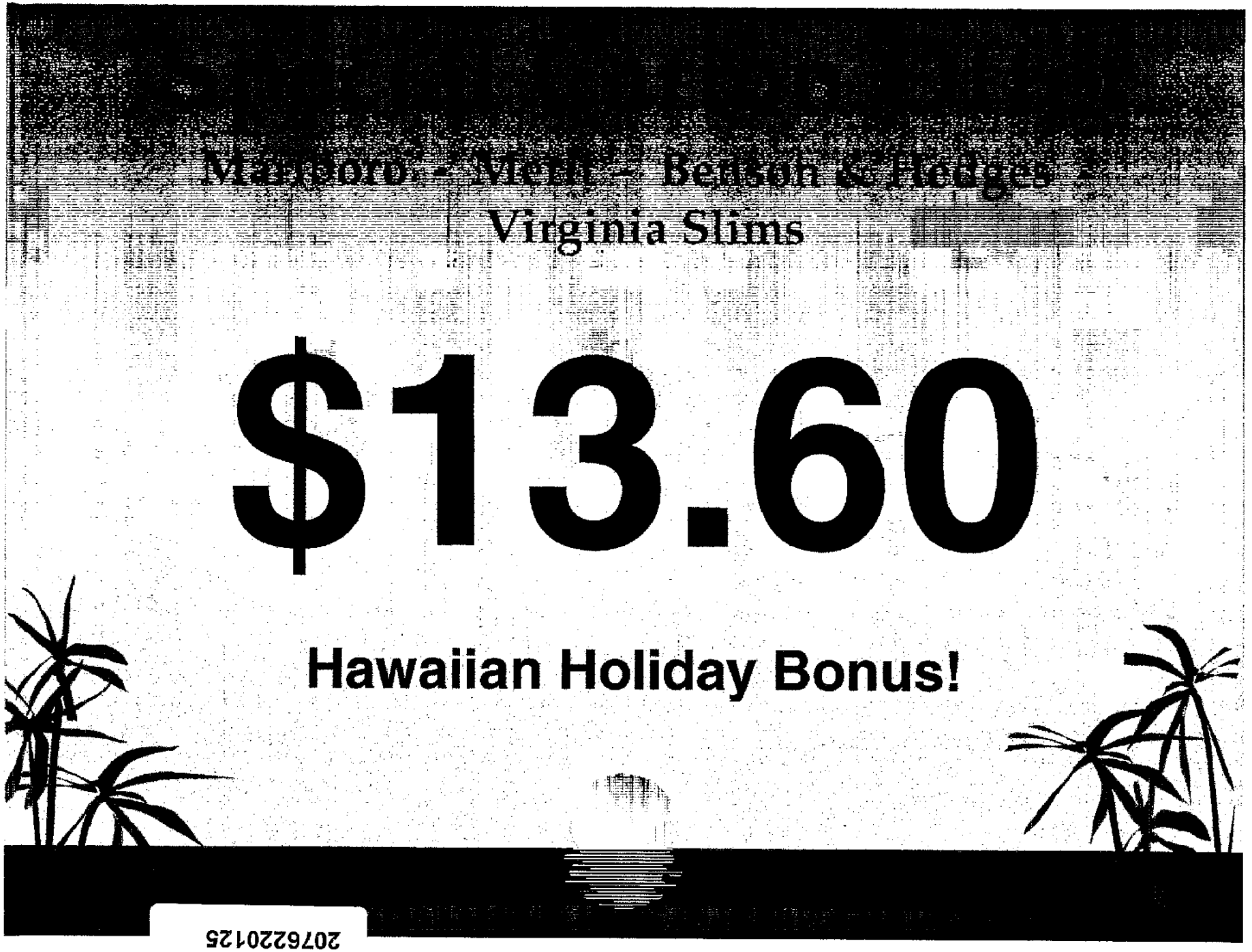
Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003



Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003

Special Pack Offer!

Marlboro
Benson & Hedges
Virginia Slims
Merit

$1.79

Hawaiian Holiday Bonus!

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Source: https://www.industrydocuments.ucsf.edu/docs/tfpx0003